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PTQ7171

RELEASED IN PART  
B6, B1, 1.4(D)PAGE 01 CARACA 03332 01 OF 03 032026Z  
ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
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-----7D5B1D 032210Z /38

R 032017Z NOV 98  
FM AMEMBASSY CARACAS  
TO SECSTATE WASHDC 2184  
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DIA WASHDC  
NSC WASHDC  
USIA WASHDC 1904  
USDOC WASHDC 3217  
DEPT OF TREASURY WASHDC  
USCINCSO MIAMI FL  
AMEMBASSY BOGOTA  
AMEMBASSY QUITO  
AMEMBASSY LIMA  
AMEMBASSY LA PAZ  
AMEMBASSY BRASILIA  
AMEMBASSY MEXICO  
AMEMBASSY GEORGETOWN  
AMEMBASSY PORT OF SPAIN  
USINT HAVANA

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C O N F I D E N T I A L SECTION 01 OF 03 CARACAS 003332

E.O. 12958: DECL: 10/28/08  
TAGS: PGOV, PREL, ECON, EFIN, VE  
SUBJECT: POLLING THE POLLSTERS: [REDACTED] (REPORT 3 OF 9)

REF: A) CARACAS 3287 B) CARACAS 3320

CLASSIFIED BY [REDACTED] REASON: 1.5  
(D)-----  
SUMMARY AND INTRODUCTION: [REDACTED]  
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UNITED STATES DEPARTMENT OF STATE  
REVIEW AUTHORITY: OSCAR J OLSON  
CLASSIFICATION: CONFIDENTIAL REASON: 1.4(D)  
DECLASSIFY AFTER: 3 NOV 2013  
DATE/CASE ID: 16 JUL 2009 200503654

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2. (U)

[REDACTED] CLAIMS TO HAVE HIS OWN PROFESSIONAL FIELD FORCE AND SUPERVISORS. THE BULK OF HIS BUSINESS IS MARKET RESEARCH FOR CORPORATE CLIENTS, BUT HE HAS DONE A NUMBER OF STATEWIDE POLLS AND NATIONAL POLLS FOR POLITICAL CLIENTS, MAINLY THE HOMELAND FOR ALL PARTY (PPT). [REDACTED] CLAIMS TO HAVE BEEN DOING POLLING FOR 20

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YEARS AND THE STRENGTH OF HIS ANALYSIS SEEMS TO COME MORE FROM THIS EXPERIENCE RATHER THAN FROM THE QUALITY OF HIS POLLING METHODOLOGY. ESCUELA IS ONE OF THE FEW POLLSTERS WHO HAS DONE STATE-WIDE POLLING. HIS WORK SEEMS TO CONFIRM THE WIDESPREAD BELIEF THAT AD WILL DO VERY WELL ON NOVEMBER 8, WITH CHAVEZ'S "POLO PATRIOTICO" (MVR, PPT, MAS) FOLLOWING CLOSE BEHIND. HOWEVER, THERE ALSO SEEMS TO BE A GENERAL LACK OF CERTAINTY AND INSIGHT AS TO HOW THE NOVEMBER 8 ELECTION RESULTS WILL AFFECT THE PRESIDENTIAL RACE. END SUMMARY.

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METHODOLOGY: APPROACH WITH CAUTION  
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3. (U) [REDACTED] HAD NO PRINTED MATERIAL DESCRIBING HIS METHODOLOGY--UNUSUAL, SINCE ALL THE OTHER POLLSTERS INTERVIEWED DID HAVE DETAILED DESCRIPTIONS OF METHODOLOGY--BUT HE STATED THAT HE USED A MULTI-STAGE SAMPLE DESIGN, RANDOMIZED UNTIL THE RESPONDENT SELECTION STAGE, WHERE HE USES QUOTAS FOR GENDER, AGE, AND SOCIO-ECONOMIC STATUS. HIS NATIONAL POLL NORMALLY CONSISTS OF 1200 RESPONDENTS FROM NINE METRO AREAS (INCLUDES SURROUNDING AREAS TO GET MORE OF A FEEL FOR THE LESSER POPULATED AREAS). HIS STATE POLLS INCLUDE 800 RESPONDENTS--HE DID NOT INDICATE WHETHER THE STATE POLLS INCLUDED URBAN AND RURAL AREAS, OR JUST URBAN. HE CONDUCTS FACE-TO-FACE INTERVIEWS IN THE HOMES OF INTERVIEWEES. BECAUSE HE DOES NOT TRUST THE NATIONAL CENSUS, HE DRAWS HIS SAMPLE FROM HIS OWN POPULATION STATISTICS THAT HE CREATED BASED ON HIS PAST POLLING EXPERIENCE. SUPERVISION OF INTERVIEWING IS 100 PERCENT IN THE FIRST DAY AND 20 PERCENT THEREAFTER. HE SAYS HE DOES NOT USE STUDENTS AS INTERVIEWERS. HIS SAMPLES INCLUDE NO MORE

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THAN 10 INTERVIEWS PER SAMPLE POINT. HE REPORTS FEW REFUSALS FOR  
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POLITICAL QUESTIONS, BUT MARKET RESEARCH QUESTIONS RESULT IN NEARLY  
A 20 PERCENT REFUSAL RATE.

4. (U) THE GOOD THINGS ABOUT [REDACTED] METHODOLOGY:

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-- HE USES REASONABLE SAMPLE SIZE AND NUMBER OF SAMPLE POINTS IN  
HIS TYPICAL SAMPLE. AT LEAST UNTIL THE RESPONDENT SELECTION STAGE,  
HE IS DOING A RANDOMIZED, MULTI-STAGE PROBABILITY SAMPLE. A HIGH  
NUMBER--MORE THAN 20 PERCENT--OF ALL INTERVIEWS ARE SUPERVISED,  
INCREASING THE CONFIDENCE LEVEL IN THE RESULTS.

-- IN ADDITION, THE USE OF A PROFESSIONAL FIELD FORCE, RATHER THAN  
STUDENTS OR TEMPORARY WORKERS, INCREASES THE CONSISTENCY OF THE  
INTERVIEWING PROCESS AND, LIKELY, THE RESULTS OBTAINED.

-- HE PLACES HIS VOTE INTENTION QUESTION MORE TOWARD THE BEGINNING  
OF THE QUESTIONNAIRE, RESULTING IN LESS POTENTIAL BIAS CREATED BY  
ASKING OFTEN EMOTIONALLY CHARGED POLITICAL QUESTIONS BEFORE ASKING  
VOTE INTENTION.

5. (C) [REDACTED]

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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CHAVEZ AHEAD OF THE PACK, BUT AD STRONG IN NOVEMBER

7. (U) [ ] ARGUED, ON THE BASIS OF HIS POLLS, THAT AD WOULD WIN A MAJORITY OF THE GOVERNORSHIPS AND A PLURALITY IN THE CONGRESS. [ ] ARGUED THAT PEOPLE WOULD LIKELY NOT SPLIT THEIR VOTES BETWEEN CONGRESS, GOVERNOR, AND PRESIDENT. [ ] LATEST POLL SHOWED CHAVEZ WITH A 23 POINT LEAD OVER SALAS, [ ] DID NOT THINK SOMEONE WOULD VOTE FOR AD IN NOVEMBER AND CHAVEZ IN DECEMBER. [ ] ARGUED THAT VENEZUELAN'S DON'T TRUST PEOPLE (NOTE: SOMETHING BORN OUT IN THE WORLD VALUES SURVEY AND THE LATINBAROMETER. END NOTE.) AND THAT THEY DO NOT TELL POLLSTERS THE TRUTH. THIS IS WHY THE NUMBERS WERE SO HIGH FOR CHAVEZ. HE THOUGHT SALAS WOULD WIN, ESPECIALLY IF SALAS GETS SUPPORT FROM AD.

8. (U) [ ] GAVE US COPIES OF TABLES ON DISK OF 10 OF HIS STATE POLLS THAT HE HAS DONE SINCE JULY AND ALSO HIS LATEST NATIONAL POLL. THE STATE POLLS SHOW AD IN THE LEAD IN THE GUBERNATORIAL RACES IN BARINAS, MONAGAS, BOLIVAR, MERIDA, AND VARGAS. COPEI LEADS IN MIRANDA, FALCON, AND NUEVA ESPARTA. PROYECTO VENEZUELA LEADS IN CARABOBO. IN ANZOATEGUI, PPT AND AD WERE TIED FOR THE GOVERNOR'S RACE. A PLURALITY OF THE CONGRESSIONAL VOTE WAS GOING TO THE TRADITIONAL PARTIES, BUT CHAVEZ PARTIES (MVR, MAS, AND PPT) WERE MAKING STRONG SHOWINGS. (COMMENT: A NOTE OF CAUTION ON THE POLL RESULTS, GIVEN [ ] METHODOLOGY AND THE FACT THAT HE DID NOT SCREEN FOR LIKELY VOTERS IN HIS

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TABLES, THE RESULTS NEED TO BE TAKEN WITH A GOOD AMOUNT OF CAUTION. AS JUST A VERY GENERAL OVERVIEW, THESE POLLS ARE USEFUL, AS MANY IN VENEZUELA ARE MAKING PREDICTIONS ABOUT THE CONGRESSIONAL RACES WITHOUT HAVING DONE THE STATEWIDE POLLING NECESSARY TO MAKE SUCH A PREDICTION.)

CONCLUSION

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AMEMBASSY BOGOTA  
AMEMBASSY QUITO  
AMEMBASSY LIMA  
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C O N F I D E N T I A L SECTION 03 OF 03 CARACAS 003332

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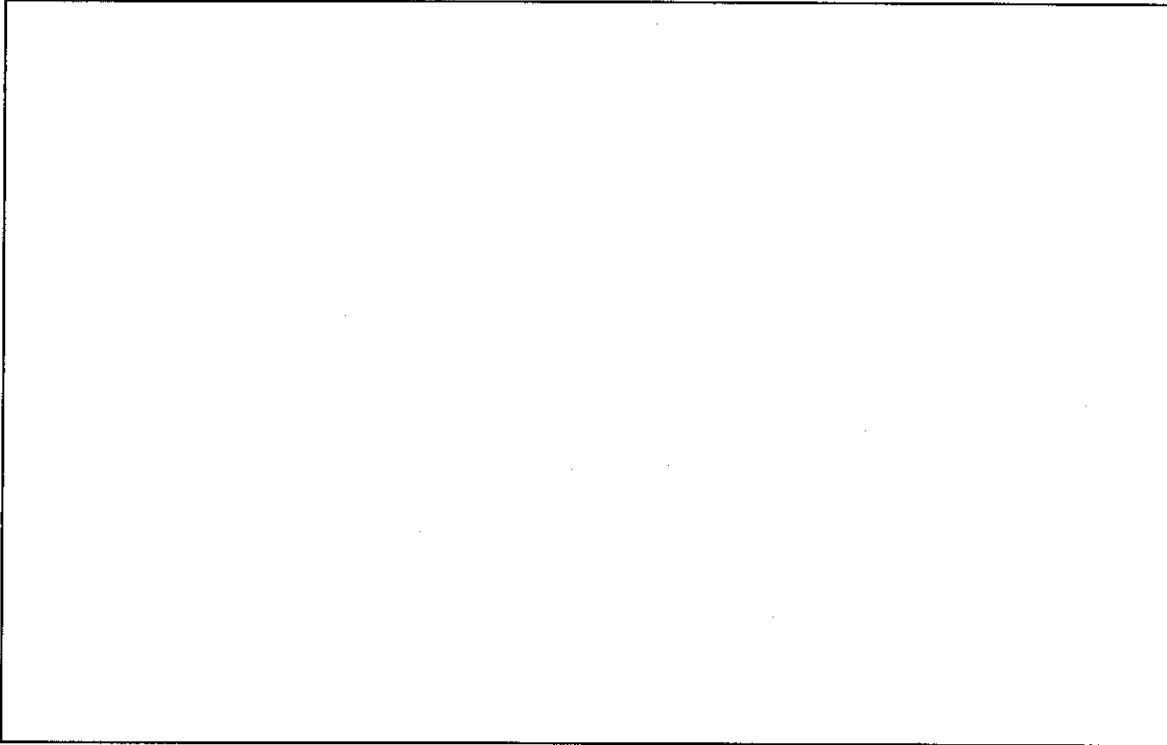
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